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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/786,706	02/25/2004	Paul Swenson	22363.NP	3682
20551	7590	02/21/2008	EXAMINER	
THORPE NORTH & WESTERN, LLP. P.O. Box 1219 SANDY, UT 84091-1219			FIELDS, BENJAMIN S	
		ART UNIT	PAPER NUMBER	
		3692		
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	10/786,706	SWENSON ET AL.
	Examiner	Art Unit
	BENJAMIN S. FIELDS	3692

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on 24 January 2008.
- 2a) This action is **FINAL**. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1-19 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1-19 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Introduction

1. The following is a **FINAL** Office Action in response to the communication received on 24 January 2008. Claims 1-19 are now pending in this application.

Response to Amendments

2. The Examiner notes that there is NO Official Record of a telephonic interview of any sort in relation to the instant application.
3. Applicants Amendments to Claims 1-19 has been acknowledged in that: Claims 1-3, 7-13, 15-17, and 19 have been amended; hence, as such, Claims 1-19 are pending in this application.

Claim Rejections - 35 USC § 102

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

5. Claims 1-8, 10-16, and 19 are rejected under 35 U.S.C. 102(b) as being based upon public use and knowledge of the invention.

Evidence of public use and knowledge of the invention prior to Applicant's earliest priority date of February 6, 2004 is provided as follows:

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EXHIBIT	DESCRIPTION
U	FREEDOM FIELD <URL: http://www.bright.net > [online], March 2001 [retrieved on 2005-04-11]. Retrieved from the Internet: <URL: http://www.archive.org >
V	HEALING FIELD <URL: http://www.healingfield.org > [online], September 2002 [retrieved on 2005-04-11]. Retrieved from the Internet: <URL: http://www.archive.org >
W	PERPETUAL FUNDRAISING SYSTEM <URL: http://www.colonialflag.com > [online], May 2001 [retrieved on 2005-04-11]. Retrieved from the Internet: <URL: http://www.archive.org >

This evidence, taken as a whole, shows that the invention, as claimed, was both in "public use" and "knowledgeable" prior to February 6, 2004.

Referring to Claim 1: Exhibit U teaches a method for raising funds for a charitable cause comprising the steps of: identifying a charitable cause in need of funding (Exhibit U//The need for funding here is represented by assisting troops across the country//); providing a plurality of patriotic flags to comprise a healing field (Exhibit U); linking a display of the healing field to the charitable cause in need of funding (Exhibit U); displaying the healing field as part of a public awareness campaign (Exhibit U); selling the plurality of patriotic flags that are displayed in the healing field and donating proceeds to the charitable cause in need of funding (Exhibit U).

Referring to Claim 2: Exhibit U discloses a method, wherein the step of providing a plurality of patriotic flags to comprise a healing field further comprises the step of identifying a historical event to be symbolized by the plurality of flags (Exhibit U //The

'historical event' mentioned is the support which will be provided by assisting in this effort//).

Referring to Claim 3: Exhibit U shows a method, wherein the step of displaying the healing field further comprises the step of positioning the plurality of patriotic flags in a predetermined pattern (Exhibits U, V//Exhibit U refers to a predetermined pattern in which patriotic flags can be placed//).

Referring to Claim 4: Exhibit U discloses a method, wherein the predetermined pattern could be that of a geometric nature.

In addition, the Examiner notes applicant's disclosure of the predetermined pattern being that of a geometric pattern/nature, however, the geometric pattern/nature of the pattern (i.e. aesthetics), is found to be nonfunctional descriptive material and does not alter how the method operates. This type of data qualifies as nonfunctional descriptive material since there is no interrelationship between the type of pattern and the method for operating the system. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

Referring to Claim 5: Exhibit U teaches a method, wherein the predetermined pattern could be that of a linear array placed along an area selected from the group consisting of a path, a body of water, a river, a building, a structure, a road, a highway, a trail, a hill, a mountain, and a military base.

In addition, the Examiner notes applicant's disclosure of the predetermined pattern being that of a geometric pattern/nature, however, the geometric pattern/nature of the pattern (i.e. aesthetics), is found to be nonfunctional descriptive material and does not alter how the method operates. This type of data qualifies as nonfunctional descriptive material since there is no interrelationship between the type of pattern and the method for operating the system. Thus, this descriptive material will not distinguish the claimed invention from the prior art in terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401 (Fed. Cir. 1983); *In re Lowry*, 32 F.3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

Referring to Claim 6: Exhibits U and V each disclose a method further comprising the step of incorporating information within the predetermined pattern.

Referring to Claim 7: Exhibits U and V each show a method, further comprising the step of incorporating a graphic message within the predetermined pattern.

Referring to Claim 8: Exhibits U and V each disclose a method, wherein the step of linking a display of the healing field to the charitable cause further comprises the step of advertising a purpose for the plurality of patriotic flags and the healing field, wherein the purpose links the plurality of patriotic flags and the healing field to the charitable cause (Exhibits U, V//The website disclosed herein serves as a means of advertisement for such a charitable cause//).

Referring to Claim 10: Exhibits U and V each disclose a method further comprising the step of obtaining one or more sponsors to pay for the plurality of patriotic

flags in the healing field (Exhibits U, V//Requests are made via the site for sponsors to 'pledge' some sort of fundraising for the goods/services rendered//).

Referring to Claim 11: Exhibits U and V each show a method, wherein the one or more sponsors comprises a person that pays to sponsor one or more flags in the plurality of patriotic flags (Exhibits U, V//The sites allow an individual, company, and/or organization to sponsor the fundraising event//).

Referring to Claim 12: Claim 12 recites the limitations of Claim 11. As such, Claim 12 is rejected under the same basis as is Claim 11 as mentioned supra.

Referring to Claim 13: Exhibits U and V each teach a method, wherein the step of selling the plurality of patriotic flags further comprises the step of selling the plurality of patriotic flags through an auction (Exhibit U//The site composes an auction type feature/functionality which allows sponsorship of the fundraising event//).

Referring to Claim 14: Exhibits U and V each disclose a method, wherein the auction is an internet auction (Exhibits U, V//These sites are both accessible via the internet//).

Referring to Claim 15: Exhibit U shows a method, wherein the step of selling the plurality of patriotic flags further comprises the step of selling the plurality of patriotic flags through an advertising campaign (Exhibit U//The site is an advertising campaign//).

Referring to Claim 16: Exhibits U and V each disclose a method, wherein the step of selling the plurality of patriotic flags further comprises the step of placing advertisements near the healing field (Exhibits U, V//Use of the sites are the main

avenue for sales for the fundraising campaign, however, additional sponsor near the healing field assist in helping to accomplish the fundraising goal//).

Referring to Claim 19: Claim 19 is the system for the method of Claim 1. As such, Claim 19 is rejected under the same basis as is Claim 1 as mentioned supra.

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 9 and 17-18 are rejected under 35 U.S.C. 103(a) as being unpatentable over Exhibit U.

Referring to Claim 9: Exhibit U teaches the limitations of Claim 1.

Exhibit U, however, does not expressly discuss a method, wherein the step of advertising the purpose for the plurality of patriotic flags and the healing field further comprises the step of advertising through a medium selected from the group consisting of radio stations, television stations, newspapers, magazines.

The Examiner notes that advertising via the means selected from the group consisting of radio stations, television stations, newspapers, magazines are common, old, and well known in the art. Therefore, it would be obvious to utilize, in addition to the present website, additional avenues of promoting (i.e. radio stations, television stations, newspapers, magazines) the patriotic healing field fundraising event.

At the time of the invention it would have been obvious to one of ordinary skill in the art to modify the method and system of Exhibit U for a patriotic flag healing field fundraising event with an even greater ability to promote this fundraising event via radio stations, television stations, newspapers, and/or magazines for the purpose of enabling a vast majority of people to support such a charitable cause (Exhibit U).

Referring to Claim 17: Claim 17 parallels the limitations of Claim 9. As such, Claim 17 is rejected under the same basis as is Claim 9 as mentioned supra.

Referring to Claim 18: Claim 18 recites the limitations of Claim 9. As such, Claim 18 is rejected under the same basis as is Claim 9 as mentioned supra.

Response to Arguments

8. Applicants arguments filed 24 January 2008 have been fully considered but are **moot and non persuasive.**

Conclusion

9. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL.** See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not

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mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to BENJAMIN S. FIELDS whose telephone number is 571.272.9734. The examiner can normally be reached on MONDAY through THURSDAY between the hours of 8AM and 8PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, KAMBIZ ABDI can be reached at 571.272.6702. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300. Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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Benjamin S. Fields

8 February 2008


FRANTZY POINVIL
PRIMARY EXAMINER
